New York's Hometown Airline(TM) Helps Football Fans Touch Down in the Big Apple for the Big Game!

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JetBlue Adds Extra Flights to New York; Sports Fans Traveling Domestically on the Day of the Big Game Will Be Able to Watch It Live (a) at 30,000 Feet on Personal Seatback Screens, Snack on Free Snyder's Hot Buffalo Wing(R) Flavor Pretzels and Enjoy a Beer, Wine or Cocktail for Just $1 (b)

NEW YORK,NY -- (Marketwired) -- 01/21/14 -- JetBlue Airways (NASDAQ: JBLU), New York's Hometown Airline™, is helping football's biggest fans make it to the big game. The fun-loving airline is providing extra flights from Denver and Seattle to New York. Also, those traveling domestically during game time will be able watch it live (a) at 30,000 feet as all JetBlue seats feature personal seatback screens. JetBlue will also offer onboard specials to celebrate game day.

The airline will add special nonstop flights on Friday, January 31 and Monday, February 3, including:

Denver to New York (JFK):	***New York (JFK) to Denver:***
Friday, January 31, 2014	Monday, February 3, 2014
Depart - Arrive	Depart - Arrive
Flight 2898 10:00am - 3:33pm	Flight 2897 11:00am - 1:27pm
-All Times Local-	
Seattle to New York (JFK):	***New York (JFK) to Seattle:***
Friday, January 31, 2014	Monday, February 3, 2014
Depart - Arrive	Depart - Arrive
Flight 2964 9:30am - 5:34pm	Flight 2963 11:35am - 2:44pm
-All Times Local-	

Customers flying JetBlue on Sunday, February 2, 2014 will enjoy free Snyder's® Hot Buffalo Wing flavor pretzels and $1 drink specials for the first wine, beer or cocktail starting at 6 p.m. ET (b).

"As New York's Hometown Airline, we are excited to provide more flights for fans to get to New York for the big game," said Roger Johnson, director of marketing at JetBlue. "Fun is one of our core values. Fans traveling on the day of the game will still get a chance to partake in the fun comfortably seated at 30,000 feet, while enjoying complimentary snacks and drink specials."

During game time, fans will have plenty of options onboard to watch the game and other sports programming. JetBlue airs more channels of free sports onboard than any other domestic airline including ESPN, ESPN2, ESPNews, ESPNU, NBC Sports, Fox Sports 1 and NFL Network.

JetBlue customers enjoy individual channel surfing with 36 channels of free, live television programming, including most major networks, plus more than 100 channels of SiriusXM Radio for free (a), as well as JetBlue Features movies on select routes for a small fee within the US. Movies to Caribbean destinations remain free. JetBlue also offers free and unlimited non-alcoholic beverages and snacks on all flights across its 82-city network.

About JetBlue Airways

JetBlue is New York's Hometown Airline, and a leading carrier in Boston, Fort Lauderdale/Hollywood, Los Angeles (Long Beach), Orlando and San Juan. JetBlue carries more than 30 million customers a year to 82 cities in the U.S., Caribbean and Latin America with an average of 800 daily flights. With JetBlue, all seats are assigned, all fares are one-way, an overnight stay is never required and the first checked bag is free (subject to weight and size limits and exceptions for itineraries including flights marketed or operated by other airlines). Upcoming destinations include Detroit, Mich.; and Savannah, Ga.; as well as Port of Spain, Trinidad and Tobago, subject to receipt of government operating authority. For more information please visit JetBlue.com.

(a) Live satellite TV and radio programming is not available on flights outside the contiguous U.S.

(b) $1 drink offer valid on most flights, while supplies last. Offer available only to customers who show positive government-issued photo identification with proof of age 21 years or older. Limit one $1 drink per customer. Selections may be limited. Offer not available to JetBlue crewmembers or other airline employees traveling on JetBlue. Please drink responsibly.

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